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April 2018



Feature:
**Three West Coast
Leadership Participants
Aim for Deeper
Community
Connections**

*Pictured:
Rebekah Bakker,
Chad Nienhuis,
Kimberley Mitchell*

*Photo location: Jack Miller
Auditorium on the Hope
College Campus*

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Letter from Jane Clark

President, Michigan West Coast
Chamber of Commerce



This issue takes a look at the people and organizations that pour themselves into making our community a better place for living and working. Growing tomorrow's leaders means taking them out of the office, out of the routine, and giving them experiences with places, people, and organizations that are truly at the heart of our community. Over the 29 years of the West Coast Leadership program, this living laboratory approach to leadership development has acted as a powerful catalyst for learning. Armed with these insights, members of the class develop leadership skills, preparing them to be the future leaders of business and stewards of our community.

Stewardship of our business community is always at the heart of the Chamber, as we work to connect businesses with the people and resources they need to grow and succeed and ensure the sustainability of companies in our community.

Best Regards,
Jane Clark

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Feature:

Three West Coast Leadership Participants Aim for Deeper Community Connections

By Chelsea Scott

Since 1988, Chamber programs have been preparing members to assume leadership roles in our community. West Coast Leadership is one such program; a year-long course that looks at our area with the goal of building a stronger community by creating an informed, committed and diverse network of community trustees. West Coast Leadership members participate in educational sessions, tours and candid conversations with community leaders. Daily topics include law enforcement, education, social services, the environment, economic development and the arts.

Connect sat down with current enrollees Rebekah Bakker, Kimberley Mitchell and Chad Nienhuis to learn more about what prompted them to enroll in the program, how it has impacted their professional lives thus far and their most memorable experience.

Who Makes a Strong West Coast Leadership Candidate?

Applicants to the program are reviewed and interviewed by a committee. The selection committee is looking for applicants who...

- Show a concern for and commitment to our community.
- Think strategically about new community partnerships and alliances.
- Are willing to commit the time required to the Leadership program.
- Have demonstrated leadership characteristics in an area of their life.
- If employed, have the endorsement of their employers who would not object to their taking time from work and understand the program's commitment.
- Are willing, following the program year, to invest time, resources and talents into strengthening our community.

Rebekah Bakker

Children's Advocacy Center Director of Development Rebekah Bakker enrolled in West Coast Leadership after hearing positive feedback from a colleague and Justice Day Chair for the program. "It was also on my radar as an investment I wanted to pursue for professional development," she explained. "It seems that many of our community leaders are West Coast Leadership graduates."

Since Rebekah's work involves connecting people to the mission of the Children's Advocacy Center and being a part of how the community can make a difference in the lives of abused children, Rebekah said she went into the class knowing she'd be learning about the community in a more meaningful way and hoping that the connections she'd make would last much longer than the yearlong class. "I see West Coast Leadership as an in-depth dive into the different parts of our community," she said. "It is a behind-the-scenes look at what makes the lakeshore a unique and thriving place and the Chamber does a beautiful job bringing together nonprofit, government and business players in the area." Rebekah went on to say how the class will enrich her professional life by helping her develop cross sector connections.

One of the class days brings participants to Lansing for a tour of the capital, which Rebekah described as the most memorable moment to date. "We had the opportunity to be on the floor of the House and speak directly to our local representatives," she shared. "It was great to have direct access and learn about how we can more deeply engage on a grassroots level in the political process."

Rebekah's West Coast Leadership experience has, as she hoped it would, given her a deeper understanding of her community, its strengths and areas for opportunity. "Seeing how well our community collaborates to solve pressing social issues has been extremely valuable," she said. "In addition, I have enjoyed observing how it cultivates a culture of entrepreneurs and gives back. West Coast Leadership has given me incredible insight into what makes our community special."

"I believe that as I continue to develop personally and professionally, West Coast Leadership is a fundamental foundation to understanding the area that I am committing to investing myself in." —Rebekah Bakker



Rebekah Bakker



Kimberley Mitchell



Chad Nienhuis

Kimberley Mitchell

One reason Smith Haughey Rice & Roegge Benefits and Employment Law Attorney Kimberley Mitchell decided to go through the West Coast Leadership class was to have the opportunity learn more about the various aspects of—and needs within—her community. Kimberley has lived in Holland for over a decade and developed a rich personal and professional network and served on various boards over the years, "but I have never stepped back to explore where the needs are that fit within my interests and passions," she said. "I welcomed the opportunity to explore Holland with the goal of discovering how I can best serve my community."

Kimberley is already reaping the benefits of the class: "Participating in the West Coast Leadership program has allowed me to broaden my personal and professional relationships and to learn more about and connect with the professionals and leaders who are a part of my community," she shared.

Time spent touring and learning about the juvenile court system was the most memorable experience for Kimberley so far. "I was impressed by the facilities and programming for the children, but I was most affected by the obvious care and nurturing of those children who are at their most vulnerable," she said. Just one more way her desire to explore the needs of and better understand her community was met by West Coast Leadership.

For Kimberley, the relationships forged with her classmates have been an indispensable benefit of West Coast Leadership. "I have loved being involved with the class and connecting with all the people," she shared. "As a group, we have learned a lot about each other and our professional and personal views, goals and passions. Most of us came into this group as strangers and I have been amazed and honored to see the willingness of each person in the group to be so open and to engage on a deeply personal level. It's a lovely thing to share in the lives of people from such a wide variety of backgrounds and life experiences."

Chad Nienhuis

Chad Nienhuis is the Director of Preconstruction at Lakewood Construction and said what he enjoys most about his work is taking a client's vision and making it a reality. Chad grew up in the Holland area but left upon graduating high school to pursue college and the first 16 years of his career. "My family and I recently moved back to the area and I have felt a desire—both personally and professionally—to form and invest in the community around us," Chad said. "I decided to pursue West Coast Leadership in order to do just that."

Already the experience has enhanced Chad's ability to be local and connected, to understand the issues that are relevant to the community and to collaborate with other professionals in an effort to address these challenges. "While this community has many strengths, this class has helped expose me to the level of need in our area at-large, and the work that needs to be done to address this need and these disparities," Chad shared. "I have found it incredibly valuable that this class has been a vehicle for me to expand my time and knowledge beyond my own industry, in order to consider how I might support others."

Halfway through the class, Chad decided to make a significant job transition to a new company. "I believe the class's invitation to greater self-exploration, reflection and goal-setting on our initial retreat helped me to better articulate and discover a need I had to make sure that my job role aligns with my personal strengths and values," he shared. "I will always remember sitting on the retreat at the top of Crystal Mountain as a bit of an 'aha moment,' recognizing that sometimes it's worth it to make the jump in search of aligning work and personal passions."

Chad's future goals are to not only succeed professionally and as an individual, but to see his community thrive and prosper, all things West Coast Leadership has impacted. "I believe that this class has encouraged me to invest on a deeper level in this community-wide goal and is hopefully just the beginning for me and many others."

Applications for the 2018-19 West Coast Leadership class are due by May 1, 2018. For more information, contact the Chamber at 616-392-2389 or go to www.westcoastchamber.org/west-coast-leadership.



Navigate: Marketing from the Inside Out

By Rebekah Rhys

Have you ever considered your employees to be your number one customer? You might not have noticed, but inside your company or organization is a team of people who are more essential than any billboard, website or brochure for brand recognition, reinforcement and marketing. Your employees are the face of the external brand experience, and how you empower, communicate with and train this vital team can determine how successful you are.

At Navigate, we define a brand as 'the collective perception of everyone who knows you exist.' If that's true, consider the people who live, eat and breathe your brand every day—your employees. From the person who greets your guests in the lobby to the person who answers the phones, your employees are the most valuable brand ambassadors you have. So, what can you do to make sure they're telling a cohesive and engaging brand story? Keep these four things in mind.

1. Encourage. Your employees are human and need to feel valued. In fact, surveys of work satisfaction increasingly show that employees want to be doing meaningful work that they feel valued for. So, if you demonstrate clearly how their work makes others' lives better and provide them with lots of opportunities for positive feedback, your employees will be more engaged and feel encouraged to keep working hard.

2. Empower. It's always nice when you call customer service and the person you're talking to is able to help you without getting their manager on the line. By creating opportunities for empowering your front-line team with information and authority, you can help create a more positive brand experience. Your customers can have confidence in knowing that every person they interact with in your company is empowered with information that can help them, and that in turn creates a stronger brand experience.

3. Incentivize. While bonuses are always a great way to show your team how much you value them, many employees have other, non-financial ways of feeling incentivized to work hard. Show your employees that if they do a good job, they can be rewarded with time off, working from home, or allowing time for the things that matter to them outside of the four walls of your business. The more fulfilled an employee is, the more present and effective they will be to your company.

4. Clarify. Talk to your employees often about your company's mission, and ensure your mission infiltrates all levels of your organization. Do you believe in strong families? Then how do your time off policies, child care options or benefits back that up? Sell an environmentally friendly product? How do your internal recycling programs and other ecofriendly incentives match your exter-

nal product? Authenticity and clarity around your 'why' will help employees enthusiastically adopt your mission statement as their own. When employees feel that their work is valued and a part of a greater vision, they will be your strongest and best brand ambassadors. Invest in your people and watch what happens.

Rebekah Rhys is the Director of Operations at Navigate Creative Works and helps lead business strategy, process development and branding strategy. Her background includes non-profit administration and worship directing. She also is a singer/songwriter and musician.

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Mercy Health: Keeping Your Workforce Healthy

Courtesy of Business Health Solutions – Mercy Health

Workforce health and safety are top of mind for most employers when it comes to remaining productive and competitive in today's highly volatile economy. Investing in workforce health benefits both employees and a company's bottom line.

As published online by the Centers for Disease Control on January 28, 2015: "According to the *Harvard Business Review*, more employees are working when they are sick, costing employers about \$150 billion to \$250 billion or 60 percent of the total cost of worker illness. Additionally, chronic diseases, a rapidly-aging workforce and factors like stress, fatigue and depression all affect employers' revenue."

Regardless of your company's sick day policy, it makes good business sense for employers to encourage healthy habits and to provide access to quality health care convenient for employees.

Encourage your employees to take the appropriate time and resources they need to stay healthy, including time off for doctors' visits and screenings, breaks at work, and other ways that can help them live more healthfully, including the following:

Important Screenings

An annual health screening can help keep you healthy. The timing of screenings is based on many factors. Ask your doctor for screening recommendations based on your medical and family history and lifestyle.

Typical screenings include:

- Fasting blood tests
- Blood pressure
- Heart rate
- Weight and height (body mass index (BMI))
- Colorectal
- Screenings for breast, cervical, testicular, prostate cancer

Health Tips for Daily Living

- Stay hydrated.
- Stop smoking.
- Maintain a healthy weight.
- Eat three meals a day; limit portion sizes.
- Eat plenty of fruits, vegetables and whole grains.
- Limit your intake of salt, sugar, Trans fats, cholesterol, saturated fat and alcohol.
- Do at least 150 minutes (two hours and 30 minutes) per week of moderate-intensity, or 75 minutes (one hour and 15 minutes) per week of vigorous-intensity aerobic physical activity.
- Perform muscle-strengthening activities that are moderate or high intensity and involve all major muscle groups on two or more days a week.
- Get immunized – flu shots and pneumonia and shingles shot (when appropriate).
- Know your numbers to maximize your health and reduce your risk of heart disease.
- BMI (body mass index)

- Cholesterol and the breakdown of its components, including:
 - Total cholesterol
 - LDL (low-density lipoproteins)
 - HDL (high-density lipoproteins)
 - Triglycerides
- Fasting glucose or hemoglobin A1c
- Top (systolic) and bottom (diastolic) numbers of your blood pressure
- Control stress.
- Maintain a positive attitude.
- Create a calming sleep environment to establish a regular sleep cycle.
- Schedule downtime to relax and renew.

Through Business Health Solutions, Mercy Health delivers innovative, patient-centered care to companies throughout West Michigan—care for employees and their families that is customized to/for each company's particular needs.

All physicians and staff participating in this program provide services in a manner consistent with Mercy Health's Catholic mission and the Ethical and Religious Directives for Catholic Health Care Services.

Mercy Health serves patients across West Michigan, providing access to cardiovascular services, cardiac surgery and electro-physiology services through the same health care system for continuity of quality care. In collaboration with U-M Health, the Mercy Health cardiac surgery program is led by distinguished cardiac surgeons Dr. Richard Downey and Dr. Nabeel El-amir, who together bring 50 years of surgical experience and perform more than 350 cardiac surgeries annually.

Recipes for healthy snacks

Proper nutrition is a crucial factor in maintaining health. With that in mind, the chefs at Mercy Health have offered these recipes for healthy snacks.



Apple Nachos

Yield 3 servings

Ingredients:

- 3 large apples, sliced thinly
- 2 Tbsp. melted peanut or almond butter
- 2 Tbsp. honey
- 2 Tbsp. semi-sweet mini chocolate chips
- 2 Tbsp. toasted and chopped almonds or peanuts
- 1/4 cup cranberries or raisins

Preparation:

1. Lay out apple slices on a large plate and top with remaining ingredients.



Spicy Taquitos

Yield 8 servings

Ingredients:

- 2 medium avocados, thinly sliced
- 8 whole grain flour tortillas
- 1/4 cup shredded low fat cheddar cheese
- 1 cup black bean hummus
- 2 tsp. extra virgin olive oil

Preparation:

1. Preheat oven to 400°F
2. Coat a baking tray with non-stick cooking spray
3. Spread 2 Tbsp. of black bean hummus on 1 tortilla, sprinkle with some of the cheese and lay out slices of avocado and roll up tightly. Repeat with remaining tortillas.
4. Brush tops of each taquito with some of the extra virgin olive oil and bake in the oven for 15 minutes or until golden brown.

BBQ Zucchini Chips

Yields 50 plus chips

Ingredients:

- 1 large zucchini
- 2 Tbsp. extra virgin olive oil
- 1 Tbsp. smoked paprika
- 2 tsp. dried ancho chili powder
- 2 tsp. cumin
- 1/8 tsp. kosher salt
- 1 tsp. onion powder
- 1 tsp. garlic powder
- 1 tsp. brown sugar
- 1/2 tsp. ground black pepper




Preparation:

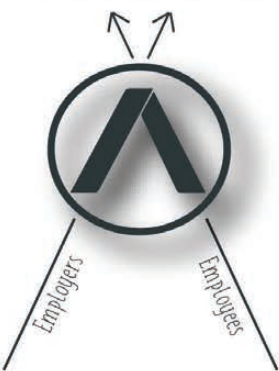
1. Preheat oven to 225°F and line two baking trays with parchment paper
2. Thinly slice zucchini or use a mandolin. Lay zucchini out on paper towel to help absorb some liquid
3. In a small bowl combine paprika, chili powder, cumin, salt, onion powder, garlic powder, brown sugar and black pepper.
4. Lay zucchini out on prepared baking trays making sure to not overlap zucchini slices. Brush each zucchini chip with some of the extra virgin olive oil and lightly sprinkle with BBQ seasoning blend. *note you will not use all of the seasoning blend*
5. Bake in oven for 2-2 1/2 hours until zucchini chips have dried out and browned.
6. Store in an airtight container for up to 2 days.

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Like you, I was afraid I'd always be overweight.

THERE'S HOPE.

Having kids has a way of putting things in perspective. That was certainly the case for Sam, who began to realize all his weight might cause him to miss out on. It wasn't as if he'd never tried to lose weight. He had. Many times. His options seemingly exhausted, Sam decided to attend one of Mercy Health's free bariatric seminars. There he learned that there was hope. Now, Sam has more than hope. He has the life with his daughter he's always wanted.

Sam lost over 200 pounds.

Register for a **FREE ONLINE SEMINAR** to learn more at MercyHealthBariatricSeminar.com



Town & Country Group: MOMENTUM

By Casey Veersma, Town & Country Group

Positive momentum can potentially change the way a day or job goes. Good habits build good momentum.

While good momentum works best over time, bad momentum is almost immediate! Followed quickly by negative results. It's a crushing feeling. And it can happen fast.

I work in a very competitive industry. Our firm provides all aspects of electrical work to homeowners and business owners. Our job scopes can vary from hours to years. And momentum...is extremely important to our success.

How do we build good momentum? Stay fit as a company? Bring that customer great service, and get that project done under budget? Here are four things that are beneficial to my day to day work.

Build a Great TEAM

Pour into your team members, giving them tools to be successful. Give them jobs they can win at and build from there. Success breeds success! (Good Momentum) Trust in their abilities and offer grace when things don't go as planned. How leaders invest in their team will directly impact how your customers are served.

Know Your Teammates

Knowing their strengths and weaknesses will allow you to create an environment with good instruction, training, and goals. Good employees will always meet them.

For the best team members, it's about building on what they already do well. Continuing to raise the bar and challenge them to maximize their potential. For others you may need to start simple, give them some small successes and build slowly. Watch their confidence grow and add a little more. Success breeds success!

Be Consistent

Our expectations, our goals, our direction/instruction need to be the same for the team.

Our employees will oftentimes be in your home or at your place of business. How we look, how we communicate, and dress is very important aspect of who we are. One of our better project foreman at the time, could not see the value in a dress code. It wasn't important or relevant to him. He was a good worker, however his image never met our expectations. His image was never consistent with the company's image. It caused confusion with his co-workers. It affected the team's momentum. It also affected his earning potential, and ultimately, he chose to work elsewhere.

Discussing company policy or debating something that is non-debatable Kills Momentum! Whatever the message, be consistent.

Celebrate their Success

So, you have built your team, you know their strengths and weaknesses, you have given them consistent direction and expectations. Make sure your praise gets to them!



The power of a compliment is huge for momentum. People are hungry for recognition. When they don't get it enough or only hear about the job that didn't win, that's when bad momentum starts to get a foothold. Praise doesn't cost a thing. Not praising or taking for granted the work your team did for you could cost you a lot.

Momentum may not be on a spreadsheet or job cost, but it is real! Momentum is a part of every company's culture, and ultimately their success. Momentum starts with you!

Casey Veersma, is one of our Electrical Supervisors and our Safety Director, helping our TEAM ensure we go home each night well and safe. If you need assistance in your home or business, please call Town & Country Group and 616-772-6746 or visit us at www.tcgroupinc.com.

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Building Networks Among Women

By Caroline Monahan



The West Coast Chamber has placed a focus on building a new collection of networking opportunities. These Affinity Groups provide member businesses and individuals with the opportunity to share ideas, challenges and successes with other members in their industry or geographical location. One topic around which the Chamber has seen a high demand is gender based, specifically networking groups for women.

The first women's group on the roster was the Professional Lakeshore Latinas, which was developed with the Chamber in 2016. Now over 70 members strong, it gives members the opportunity to support and mentor each other, and to learn from the variety of speakers brought in by the PLL steering committee. The group gained so much traction that, in 2017, the founders of the group, Dawn Garcia Ward of Warner

Norcross + Judd, and Juanita Bocanegra of the Ottawa County Prosecutor's Office were honored with the West Coast Chamber's Minority Business Champion Award. The PLLs meet quarterly, and also share business and community opportunities and news via social media.

In 2017, the Chamber partnered with Lakeshore Advantage and Varnum Law to bring members together in the first Lakeshore Women Connect event, designed to help build a network for professional women who are new to our area. Varnum had been sponsoring this same event in Grand Rapids for several years and added the Lakeshore event to its program to much acclaim. Women along the Lakeshore were ready for this event, and other women's affinity group ideas sparked from there. This February the event grew to over 100 women, who took the opportunity to meet

four interesting women who are new to the area, or new to their positions of leadership. (See *Get to Know...*)

Over the last year, the Chamber hosted an event called Women Inspiring Women, which brought professional women from a variety of generations together to make introductions and connections. While this affinity group will primarily focus on networking with the framework of social events, it has an affinity group sibling that will put the focus on direct mentorship. The Women Mentoring Affinity Group will be launched over the summer of 2018 and will pair mentees with "seasoned" professional women, with the goal of relationship building that will help guide the younger professionals toward their goals. More information about how to apply for this program will become available on the website.

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Kate Flynn
Chief Development Officer
Ready for School

Can you explain the significance of having a strong network of other professional women?

I think a strong network of other professional women is like meniscus (strong rubbery cartilage) to the knee joint. The purpose of meniscus is to act as a shock absorber and space filler between the bones of the knee – to help cushion the joint and keep it stable. A strong network of professional women serves the same purpose in maintaining balance between work and life. Anyone who has experienced a torn meniscus or had a knee replacement knows the value.

Who has been your greatest mentor professionally?

Sharon Greenhoe was an Executive Director at the American Cancer Society who hired me straight out of graduate school for a job that became my career in development and community impact. Working with her crystallized my understanding of fundraising for a cause with community impact. Simply put, the work isn't about me, it's about connecting need with purpose.

What career/life advice would you give to your younger self?

Great question! This line by Katharine Hepburn, "Never complain. Never explain."



Micah Highwalking
Branch Manager
Dr. Pepper Snapple Group

As a female in your position of leadership, have you encountered challenges that you think are unique for a woman in your particular field or job/role?

Every now and then I will surprise people because I am not the "normal" type of person they expect to do business with. Whether this is based on age, nationality, or gender this does not bother me one bit and I am happy to show them a new "normal."

What unique gifts/contributions do women in business bring to the table?

I believe that women have the ability to identify and break down the small barriers that people focus on that prevents them from giving their focus to the task at hand or adding more value. Having to work the ins and outs of "trivial" matters is often mastered when one has to constantly think about the environment in an unconventional way, and I believe women do this every day.

What career/life advice would you give to your younger self?

Identify your target and/or goal and CRUSH IT!! Do not waiver or hold back because of other people and what they may think; "feel the fear and do it anyway!"



Beth Snyder
BAS Consulting

What unique gifts/contributions do women in business bring to the table?

Women tend to bring their personal experiences and empathy "to work" in a way that is unique and distinctive. Not to distract from the contributions of others, but to highlight and recognize the sacrifices and commitment to excellence for all.

Who has been your greatest mentor professionally? Are you, yourself a mentor?

I've been fortunate to have several mentors, but one from ExxonMobil come to mind, Anne Horner. Anne exemplifies the leader I admire—strong, principled, consistent and personable. I also mentor women—a Hope student, a former employee and a recent Hope graduate.

What career/life advice would you give to your younger self?

Ask for help sooner! Don't be afraid to take calculated career moves or risks! Bet on yourself!



Kelly Springer
Chief Operating Officer & President
Metal Flow Corporation

I'm proud to be born and raised in Southwest Michigan and to be a Spartan Alumni. After 13 years working for Plante Moran in St. Joseph, Michigan, I was offered an opportunity in the field of manufacturing. Having always felt that manufacturing was the backbone for the economy and for many talented technical people in the workforce, I moved to Grand Rapids with my husband and three young children. While there, I worked with many companies along the Lakeshore, and when the time came to make a career change, I was blessed with the opportunity to join the team at Metal Flow. I take great pride in what we do.

If I would have told that 20-something graduate that she would become the CEO of an automotive stamper in Holland, Michigan, I would have said "I don't think so." So, my advice is that you have to take those risks, and be willing to reach out to those around you.

When I look at the name of this event, Lakeshore Women Connect, it's very simple. Women have the power to move the world. The more we connect with, support and encourage each other, the more we make the best decisions as community trustees, and as CEOs and employers in the community, and make the Lakeshore area a special place to live.

Leadership 2017-2018 Dives into the Community: Where Have They Been?

A tenant of the West Coast Leadership program is learning about the wide variety of organizations, businesses and services in our community, as well as exploring many of the things that make our area great. Here's where the class has been so far this year:

- Crystal Mountain
- Pillar Church
- Centennial Park
- Third Reformed Church
- St Francis de Sales Catholic Church
- Haworth
- Saugatuck Dunes
- West Michigan Regional Airport Tour
- Gentex
- Tiara Yachts
- EBW Electronics
- YanFeng
- Holland Rescue Mission
- Filmore Complex
- 911 Command Center/Central Dispatch
- Ottawa County Juvenile Detention Center
- Ottawa County Jail
- Lansing State Capital
- Michigan House of Representatives Floor
- Michigan Attorney General's Office

The class has also learned from presentations by Lakeshore Advantage, United Way, Good Samaritan Ministries, the Holland Free Health Clinic, and 70x7 Life Recovery.

Much more to come!



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Tuesday, April 10, 2018

Wake Up West Coast

@Haworth Inn & Conference Center, 225 College Ave, Holland

Buzz Off! Unpacking real opportunities behind buzzwords. We're bombarded with new technical innovations and buzzwords. Daniel Morrison from Collective Idea will explain why you needn't fear these innovative technologies. What starts as a buzzword can turn into a new, innovative way of working within your company. Join us at our monthly Wake Up West Coast event, where you will have the opportunity to hear from a great guest speaker and network with other Chamber members while enjoying a delicious breakfast!

Time: 7:30-8:30pm

Cost: \$20 per Chamber member (\$25 if registered after April 8) / \$35 per non-member

Thursday, April 12, 2018

Zeeland Affinity Group

@Howard Miller Community Center, 14 S Church Street, Zeeland MI, 49464

The Zeeland Affinity Group is the place to come and meet with other Zeeland business representatives and share experiences. Recognizing that our Zeeland members would benefit from idea sharing and problem solving with likeminded businesses, we created the Zeeland Affinity Group (ZAG) to give you the opportunity to meet regularly and keep the Zeeland area businesses thriving.

Time: 7-8:30am

Cost: Free

Friday, April 13, 2018

Public Policy Committee Meeting

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

Interested in governmental and political issues? The Public Policy Committee reviews issues of local and regional concern and makes position recommendations to the Board of Directors. Join us monthly for interesting and sometimes lively

discussion about the issues that affect you and your business.

Time: 8-9:30am

Cost: Free

Monday, April 16, 2018

Governmental Affairs Breakfast

@Alpenrose Restaurant, 4 E 8th Street, Holland MI, 49423

Maximize the opportunity to connect with your elected officials! Join us for breakfast with our elected state and federal legislators. Ample time is provided for questions and answers. Arrive at 7:15am for a brief networking session before the breakfast begins.

Time: 7:30-8:30am

Cost: \$20 per Chamber member / \$25 if registered after March 16 / \$35 per non-member

Tuesday, April 17, 2018

Leadership at the Movies - Ghostbusters

@City Flats Hotel, 61 E 7th Street, Holland MI

This is a conversation based on movie clips from Ghostbusters, professionally facilitated by Dave Tebo. He will provide insight on leadership and business as it relates to the movie. Be sure to watch the movie before the event to become familiar. Join us for this powerful new event that will be limited to only 25 participants!

Time: 4-5:30pm

Cost: \$20 per member / \$30 per non-member



Wednesday, April 18, 2018

Minority Business Award Luncheon

@Midtown Center, 96 W 15th Street, Holland MI, 49423

The West Coast Chamber is pleased to announce the 13th annual Minority Business Awards Luncheon. Enjoy a delicious lunch and network while we celebrate the rich diversity in our business community and recognize minority business leaders and advocates. We will honor a Minority Owned Business and a Minority Business Champion.

Time: 11:30am-1pm

Cost: \$40 per Chamber member / \$75 per non-member

Wednesday, April 25, 2018

Network @ Lunch

@Alpenrose Restaurant, 4 E 8th Street, Holland MI, 49423

You have to eat, right? Get to know other business representatives by spending an hour with them over a relaxing business lunch. You will also be assigned dining partners from other businesses at the event, giving you the opportunity to make new contacts and share about yourself and your business. What could be easier?

Time: 12-1pm

Cost: \$20 per Chamber Member / \$30 per Non-member

Friday, April 27, 2018

Maximize Your Membership

@West Coast Chamber of Commerce Learning Lab, 272 E 8th Street, Holland

Interested in learning how a membership with the West Coast Chamber can help you reach your business goals? Join us for our Maximize Your Membership orientation lunch to learn about the benefits of membership. Delivering remarkable experiences is a core value of the West Coast Chamber, and our upbeat and interactive orientation is designed to help new, prospective, and existing members learn how to utilize their memberships for maximum effectiveness. We make it a fun day at the Chamber when we welcome you into our home to get acquainted!

Time: 11:30am-1pm



Save the date



For a full listing of events, visit www.westcoastchamber.org/events.

Members Give Big in 2018

By Annika Smeenge

Trendway >



The Michigan West Coast Chamber of Commerce loves to hear about its members being proactive and influential in the West Michigan community. One member has decided to dedicate its 50th year of business to giving back in a big way. Trendway announced their Give 50 Challenge over the New Year that encourages employees companywide to spend 50 hours volunteering in 2018. Along with their well-established credibility in service, products and delivery, Trendway continues to strive toward being a philanthropy oriented business.

Nancy Stryker, the Director of Marketing at Trendway, said that "many of our employees volunteer throughout the year and Trendway wanted them to be able to spotlight those organizations that they care about and invite others to join." Volunteerism is a big part of Trendway's culture because of the example set by the Chairman and founder, Don Heeringa. Stryker mentions that Don Heeringa "paves the way for employees to also be part of a caring community culture."

Along with being a member of the Holland area, Trendway is also a member of the West Coast Chamber; they were even a part of the remodeling of the new building. It is important to Trendway to be a part of growing the business community and networking with other industries in the area. They utilize their membership, and exude the West Coast Chamber core values, especially in the way they make their work both on the clock and off "all about you."

SOPHIA READING THE MYOPOLIS™ REVIEWS

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Jim ★★★★★ This is a fantastic app. Much better than Facebook. It has a great filter that lets you filter unwanted posts! Great idea!

Joanie reviewed Myopolis — 5★ Love the filter option and that you can have public and private worlds! The things that bother me about FB are addressed.

Mary reviewed Myopolis — 5★ Love being able to look at the topics you are interested in without getting frustrated with other posts along the way!

Great App! ★★★★★ Miguel880088 Love the idea of leaderboards! It's a great way to have a fun bit of competition between friends. Also fun being able to see only what you want to see when scrolling through your feed!

Kathleen reviewed Myopolis — 5★ This is refreshing. Read what you want, share what you want and in the right forum. #socialmediathatkeepsyousocial

Samantha reviewed Myopolis — 5★ Absolutely love this! Can filter out post that I want to see and don't want to! Mature social media at its finest!!!

Andrea ★★★★★ Just love this app 🙌

Erin reviewed Myopolis — 5★ I love that you can tailor your feed! This is "custom" social media!

Derek reviewed Myopolis — 5★ Wow! Finally a social media site where grandma can remain sweet in my eyes! It gets easier to use with every update!

The Legacy of Leadership

The reach of the West Coast Leadership program can be felt throughout our community. To date, more than 775 local business professionals have graduated from the nine-month intensive program, with 38 additional classmates set to graduate this May. Now heading into its 30th year, it's a great time to take a look at some of our West Coast Leadership Grads. Watch for more spotlights throughout the next year. [Where are they now?](#)



Tyler Owczarski
West Michigan Community Bank
Leadership Class of 2010

West Coast Leadership helped me develop a renewed interest in serving my community and it also helped me identify my strengths and passions to align them with the organizations I serve. It was a great networking opportunity with both my classmates and alumni at Leadership Plus events. Since going through Leadership, I continue to help with the Leadership Program and I also started a board position in 2010 at the Outdoor Discovery Center Macawata Greenway where I currently serve on the Executive Committee and as Treasurer.

After graduation I wanted to remain active in the program so that I didn't forget everything I learned. Since 2009, I have been a day chair for retreat and graduation, and eventually served on the Executive Committee for a number of years.

If you are considering applying to the program... Throw your caution to the wind and go for it! The program is life changing—it will alter your perspective, introduce you to new things and enhance your appreciation of our wonderful community.



Tim Vreeman
Langland Sterenberg Funeral Homes
Leadership Class of 2013

The message that I took away from the program at that time was, "Collaboration in the community." I am convinced that is the secret sauce as it were to the success of the Holland Zeeland area. Additionally, the opportunities for serving and investing in the community and the people that call it home and even broader are endless.

Many men and women that I met in Leadership I connected with on a completely different level because of the program and the experiences that we shared throughout the year. I began serving on three different boards since Leadership and see myself investing at an even deeper level in the future. I'm extremely proud of this community, love being a part of it, and am committed to seeing it thrive.

Leadership helped me discover that there are many more cultures, races, and belief systems present in this area than are initially perceived. Unique Community Day and Arts/ Culture /Innovation Day has been important for me because I desire others to experience the vastness of our community, celebrate it, invest in it, and help each of the elements thrive.



Adrienne Knauer
Haworth
Leadership Class of 2016

I moved to Michigan (Holland) in 2014 from Pennsylvania, and this program allowed me to connect with people within the community and learn more about the different surrounding areas.

Learning more about the history, as well as the current state of the surrounding areas, allowed me to be more knowledgeable in my position. As a Corporate Recruiter, I am able to entice others outside of the area to come join the community and workforce in the Holland/Zeeland area. I would encourage others to apply and participate in the program, as it was very valuable on many levels. I am still connected with the people I met while going through the program.



Priya Gurumurthy
Yanfeng Automotive Interiors
Leadership Class of 2017

Participating in West Coast Leadership made a deep impact on me personally. I started realizing the indirect impact of our community on me, my family, my work and wanted to continue giving back to this community in any way shape or form. I was already on the Tulip Time Board. Through this program I was able to create valuable relationships with the fellow classmates. I have been reaching out individually to some of my colleagues to get some guidance on various topics related to work and personal life.

If you are considering applying to the program, please go for it. It was a positive learning experience both professionally and socially for me, hence will motivate others to go through this program as well.



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West Coast Cash Merchant Spotlight

By Annika Smeenge



With this warmer weather and more consistent sunshine, everyone is itching to be outdoors. The Michigan West Coast Chamber of Commerce has over 90 members that participate in the West Coast Cash program, and one of them is ready to help you prepare for spring outdoor activities.

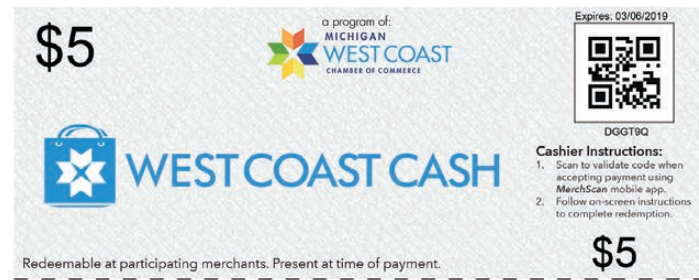
Gazelle Sports prides itself on its expert staff, exceptional care, and movement matters guarantee. They are all about Michigan, philanthropy and moving together with groups and clinics. Gazelle has even created a foundation to support communities around Michigan. A portion of the profits made at Gazelle Sports stores goes to the Gazelle Sports Foundation.

Gazelle is a power West Coast Cash merchant, regularly landing in the top 10 of merchant redemptions each month. As you prepare for longer days and seemingly more free time, head over to Gazelle Sports with some West Coast Cash to get everything you need to make the warmer months better.

What is West Coast Cash?

It's the community currency program designed to keep shopping local and support the businesses that form the fabric of our community. Certificates are conveniently purchased online at the West Coast Chamber website. There's no need to leave home or work to shop. Once ordered, purchasers simply print the certificates or email them to a recipient, and then it's time to shop. There is a complete list of participating merchants on the website, all of whom are looking forward to seeing traffic in their businesses. Certificates make great gifts for teachers, staff, students, and anyone else who would have fun shopping for their own special treat.

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Happenings at the Chamber



DISHER wins the gold for "Learn, Innovate & Share."



Enjoying the first bite of chicken at the Chick-fil-A Ribbon Cutting.



Salubrity Vida wins the gold for "Deliver Remarkable Experiences."



Celebrating at the Premier Lakeshore Title Agency Ribbon Cutting.



Awarding GDK the gold for "Think Big, Be Great."



City on the Hill wins the gold for "It's All About You."



Thanks to Macatawa Area Coordinating Council, our February WUWC Coffee Sponsor.



Peachwave gets the gold for "Contagious Energy with a Positive Attitude."

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